

MAKE YOUR BROKERAGE STAND OUT

Define & communicate a unique value proposition that really resonates with agents

value: [val-yoo] n. *that which is desirable or worthy of esteem for its own sake*



HOW TO CREATE A GREAT VALUE PROPOSITION

Make a list of the services you offer
Prioritize based on what you value
Ask your favorite agents for feedback:

1. WHY DID YOU JOIN?
2. WHAT MAKES YOU STAY?
3. WHEN YOU REFER US, WHAT DO YOU SAY?



1. PROVIDE TRAINING & DEVELOPMENT
2. CREATE A STRONG ENVIRONMENT AND COMMUNITY
3. CONNECT CONSISTENTLY



BENEFITS

OF A SOLID VALUE PROPOSITION:

...FOR YOUR TEAM

Creates a synergistic & productive environment

Gives your team a clear message to share with clients or when referring to other agents

...FOR RECRUITING

Differentiates your office from the competition

Attracts like-minded individuals

...FOR YOU

Gains loyalty from and connection with your agents

Intensifies your focus

